

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS, 10 SPRUCE ST., NEW YORK.

VOL. III. NEW YORK, OCTOBER 29, 1890. No. 18.

IT IS TRUE THAT WE ARE

Under Heavy Expense

The same is likewise true of the Pennsylvania Railroad; but is its service better or worse because of the fact?

Would the statement that he was

Under Light Expense

induce you to hand your watch to a peddler to repair, and keep in order for a year?

*We invite you to make a trial of the facilities
and service which Heavy Expense secures.*

N. W. AYER & SON,
NEWSPAPER ADVERTISING AGENTS,
PHILADELPHIA.

Women Read Magazines

This the most careful literary
statistics have proven.

Women Buy By Mail

This the experience of every
advertiser has proven.

500,000 Buying Women

This the subscription lists of
THE LADIES' HOME JOURNAL
prove are paid monthly sub-
scribers of the JOURNAL.

Three Bare Facts,

tersely told, but to the shrewd advertiser
they all point to one direction, i. e.

LADIES' HOME JOURNAL,
Philadelphia, Pa.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, MARCH 27, 1890.

Vol. III.

NEW YORK, OCTOBER 29, 1890.

No. 18.

A PRIZE CONTEST.

To the two persons sending in the best advertisements, under the conditions given below, the publishers of *PRINTERS' INK* will award a first prize of \$50 and a second prize of \$25.

For the first prize, double-column advertisements only may be entered. They must be three inches in depth, and (taking *PRINTERS' INK* columns as the basis) three and three-quarters inches in width. Competitors for the second prize will prepare a single-column advertisement (one and three-quarters inches wide and four inches in depth).

In order that all competitors may be placed upon the same basis, with similar opportunities, it is necessary that all the advertisements submitted should be on the same subject. We therefore specify that competitors shall select as the subject of their advertisements the Newspaper Advertising Bureau of Geo. P. Rowell & Co. Full information respecting the methods of this Bureau, and the points which it will be desirable to make prominent in the advertisements, can be obtained from the pamphlet entitled "Newspaper Advertising," which will be forwarded by Messrs. Rowell & Co. to any intending competitor in this contest upon application.

The judge of the contest will be Mr. George P. Rowell. While taste in composition and display will both be taken into account, the competing advertisements will be judged chiefly by their probable effectiveness in drawing trade. Competitors are not required to be subscribers to this paper.

It is desirable that advertisements entered for either of the prizes should be submitted in the form of proof-sheets. Where competitors have access to a printing office they will gain much by having their ideas put in type. Advertisements will be accepted in manuscript form, however, provided that full directions are given for the selection of types. Each competitor should sign his full name, with address; if postage is inclosed for the purpose, unsuccessful entries will be returned.

No restrictions are placed upon the character of competing advertisements. The matter of display, illustrating, etc., is left to the judgment of the individual. The successful advertisements may consist of but a few words in plain lower-case type, or they may be considerably longer and embody some new idea in display. Effectiveness will be the sole criterion.

The advertisements winning prizes, together with the best of the remainder, will be published in *PRINTERS' INK*, with the names of the successful contestants. It is believed that this contest will bring to the front men capable of doing really good work in the designing of advertisements, but who have heretofore had no opportunity to show their ability. Aside from the money involved, it is believed that the contest will be of considerable pecuniary value to the prize-winners. To readers of *PRINTERS' INK* it will also be of value in bringing new ideas to their notice.

The competition will close December 1. Advertisements should be submitted as early as possible.

STRAY SHOTS.

It is said that the literature of any people, in any age, accurately portrays its social and mental conditions. Why should not the advertising of a community show it equally? The shrewd mercantile classes certainly appeal to sentiments and prejudices which they know exist in the minds of their patrons. A copy of the *Daily Crimson*, the college paper at Harvard, is on my desk. It is scarcely larger than a theater programme. In the advertising columns the largest cut is the Royal Coat of Arms of England, setting forth that "ten per cent. discount is allowed for cash on the latest London novelties." A second coat of arms, unknown to me, and presumably the tailor's own crest, adorns another advertisement, while two more tailoring advertisements from London houses state that one of the partners has arrived at Boston, with new London patterns and correct English styles, and will be pleased to make appointments after office hours. The only advertisement in the catering line dwells on "Musty Ale a specialty," "A brace of English mutton chops," "Yorkshire rarebits," "Welsh rarebits," and "The only British bitter beer in America." The hatter deals in Heath's London hats. The cigar dealer announces, with pride: "One would think they were in London by looking in the window at our display of English briar pipes;" and our own manufacturers, Messrs. Kinney Bros., announce: "The latest English cigarette—the standard of the world." Could any literature emanating from Harvard College more clearly show the Anglo-maniac tendencies of the modern Athens?

Should there not be a law regarding the publication of the circulation of papers? Banks, insurance companies and other lines of business in which the general public is likely to invest without positive knowledge of its security are held in check by State laws requiring an absolute statement of capital and reserve. The general public is obliged to deal with the newspapers of the land on faith. The buyer of merchandise can purchase with his eyes open; the buyer of advertising is as much in the dark—indeed more so—than if he insured his life in a company without a statement of its actual resources. Law advances as civilization

goes forward, and the Stock Exchange pays more regard to-day for the law against lying which every honest man must wish to see extended in its scope.

Sitting in a restaurant I heard a discussion over the payment, on the part of the proprietor, of a bill for advertising in the street cars; he deferred the settlement and expressed the opinion that the advertisement did him no benefit. I have been for some six months a frequent customer, generally bringing one or two friends with me, until I had introduced about ten persons to that restaurant, half of whom are quite regular customers at present. The sign in the car originally led me to the place, but if half the proprietor's patronage had come in that way he would not have been directly aware of it. Advertising is often, indeed generally, an unseen force.

ARTEMAS WARD.

THE CASE OF LARKIN & Co.

Under the head of "Guaranteeing the Advertiser," PRINTERS' INK for October 15 published an article treating of the custom existing among a few publishers of making themselves responsible for the good standing of their advertisers. In this connection was reprinted, without comment, an article from the *Sunday School Times*, in which that paper substantially charged that the large soap manufacturing house of J. D. Larkin & Co., of Buffalo, were not carrying out the offers made through their advertisements. As was observed in the *Times'* article, the charge was the more surprising, owing to the good standing of this house.

Messrs. Larkin & Co., however, claim that they have been unfairly treated by the publisher of the *Sunday School Times*, and desire that the public should be given the full facts in the case. As it is a part of PRINTERS' INK's policy to give both sides of a story, we print below the main points in explanation of the situation as made by Messrs. Larkin & Co. to the publishers of this paper.

In the first place, the advertisers state that every box of soap sent out is strictly on thirty days' trial, and that the person receiving it is not under obligation to pay the bill if the goods do not prove satisfactory. They also agree to return money on demand in all instances

where the customer does not feel fully satisfied with his purchase. These points they claim to have emphasized over and over again in all of their "ads." At the time of the controversy with the *Sunday School Times*, Messrs. Larkin & Co. state that they asked the publisher of that paper to print a notice to the effect that they would take back every box of soap that had not given satisfaction, and refund the money therefor without charging for what had been used. This request was not complied with.

In regard to the spoons which were offered as a sort of premium, the soap manufacturers admit that they are not sterling, but claim that they were never represented as such. Knowing that the amount of silver contained was sufficient to insure their retaining their luster and brightness, Messrs. Larkin & Co. felt justified in calling them "solid silver." PRINTERS' INK is not able to refer to the advertisements which appeared in the *Times*, but it is known that in some of their advertisements announcement concerning the spoons was made as follows:

IMPORTANT NOTICE.

A great many prefer to send cash; we do not ask it, but in all such cases we inclose a handsome set of teaspoons and a beautiful sugar spoon. These spoons are not sterling silver, but they are made by a new process, and for all practical purpose they are fully equal to the highest priced solid silver goods. They will always remain bright and retain their luster. In all cases where payment is made in advance, we send in addition to all of the extras contained in our great bargain box these two articles, making shipment the day the order is received.

At present writing, the question would seem to rest upon what the term "solid silver" is understood to mean.

AMERICAN ADVERTISEMENTS NOT WANTED.

Talking with an advertising agent yesterday about Mexican newspapers, he told me a curious thing. The leading paper of Mexico published in the Spanish language is *El Monitor*. It refuses to publish American advertisements of goods for sale unless the person or firm advertising has an agent in the City of Mexico to answer all questions raised by the advertisement. They have adopted this method in order to protect their readers from being swindled through advertisements of articles which turn out to be not as represented.—*New York Press*.

TOO TECHNICAL.

Recently PRINTERS' INK had occasion to comment favorably upon a unique circular issued by the incorporators of the new Garden Theater in New York, advertising their present attraction, "Dr. Bill."

Another of their advertisements is reproduced below, because it illustrates an error into which advertisers, in attempting to avoid the "ruts," are liable to fall—the error of supposing that a clever advertisement is necessarily an effective one.

WILLIAM BROWN, M.D.

(EYE HILL.)

OFFICE | 9 N. 11 P. M. | GARDEN THEATRE
| | | MEDICINE OFFICE AND THE PRIMER
| | | 12 N. 11 P. M. | NEW YORK.
| | | TELEPHONE 60-09 FRONT

R

Other attractions 74 i
American silver 34 s
Curtains on the play 34 s
Silverware 34 s
Cloves 34 s
Entire performance without 34 s
Fig. at once and repeat
as occasion requires
Dr. Bill.

The objection to this advertisement is that it appeals only to a limited class; namely, druggists and physicians. The greater body of people recognize that it is a fac-simile of a prescription, but fail to comprehend the significance of the medical symbols on the right.

One of the first requisites of a successful advertisement is that it shall be intelligible to the class it is desired to influence—and in the advertisement in question this prime qualification is lacking.

It is clever, though, as will be seen from the following interpretation:

TAKE OF

Other attractions, "One minim" (figuratively, "a small quantity").
American silver, "One ounce and a half."
Curtains on the play, "Three drops."
Between acts, "One dram."
Cloves, "A sufficient quantity."
Entire performance without "One scruple."
Take at once, and repeat as occasion requires.

DR. BILL.

REPORT ON ADVERTISING
CONTRACTS.

Mr. President, Ladies and Gentlemen—The best method of dealing with the foreign advertiser and the advertising agent has been a problem, the solution of which has vexed country publishers since, perhaps, the very birth of the first country newspaper. That it will remain an unsolved problem when the last form is made up and the last paper put to press on this mundane sphere there can be but little doubt. If you have expected an answer to the question to be contained within the limits of this paper, then you are doomed to disappointment. It is my hope, however, that enough light may be thrown upon the subject to enable us to find a starting point. We all desire something of a practical nature—something which will secure practical results in the way of increasing our bank accounts.

It is a difficult matter to find a publisher who is not ready to say a hard word about the foreign advertiser; yet more than half the abuse heaped upon the advertiser is really deserved by the man who utters it. The almost universal objection urged against the foreign advertiser is that he does not pay enough for his work. Whose fault is that? Should he be abused because he buys advertising space just as cheaply as he can? Don't you buy your paper stock and your material upon the same economical plan? If you do not, you ought to get your wife to do the shopping. There is no law in the Missouri statutes which compels a man to take less for his advertising space than he thinks it is worth.

The next objection is on account of special position. Every firm wants space in some preferred nook or corner of your paper. Here, again, you are master of your own domain. If you don't want to tie yourself up with the conditions proposed, don't do it. There are several firms, however, who will not agree to let their advertisements take the run of the paper. The proper way to deal with such firms is to sell them what they want to buy, provided they are willing to pay your price. Whenever you make a sale that binds you to give a customer "top of column, next to reading matter, on local page,"

see that he gets it. When the electros and reading notices are delivered to the foreman, see that he fully understands their position, and impress it upon his mind that this position must be given that particular advertisement fifty-two times in the next twelve months. And it is not a poor idea to glance over the forms every week before they are put on the press, to satisfy yourself that your instructions are carried out to the letter.

Then you grumble because your customer complains of missing papers. Don't let any papers be reported that way. Be sure your advertiser's name is properly booked or set in type; then see that his paper is addressed each week with pen and ink, or with a good mailing machine, and the "missing paper" will not be heard of once a quarter.

Make out a bill for the amount due at the end of each quarter, or at whatever time the contract specifies—quarterly payments being preferable—and send in your account promptly on time. Watch your books, and do business of this sort in a business-like way. There isn't a well-known foreign advertising firm in the country that will delay or refuse payments under the conditions outlined above.

There are occasional complaints of "dead-beats." Let me give you a hint as to easily detecting a house of that sort. If their proposition is rather more liberal than customary, look out! Write at once to some commercial agency, inclosing stamp, addressed envelope for reply, and inquire as to the firm's responsibility and reliability before you sign their contract.

But I fancy I hear some one say: "You are expected to tell us how to get the best prices for our space and what our neighbors are getting for this work, as your circular promised." Lest I weary any one here who is interested in this subject, I shall proceed. But, as Sam Jones would say, I do not care whether or not I tire those who are not interested. If such get tired and hungry, or thirsty, "just get up and rack out." You won't disturb me, nor will your departure break up the audience.

In gathering the statistics necessary for the preparation of this report, the first thing that appeared most prominent was the vast amount of money lost every year by the country newspapers of the State, who allow the

NOTE.—Read by Henry F. Childers, before Missouri Press Association and published in the *National Journalist*.

auxiliary-sheet houses to control the advertising columns of one-half their papers. Let me make a suggestion to my patent-sheet brethren: Write to your auxiliary-sheet house and ask the price on the same paper you are now using, without any advertisements; estimate what it would cost you extra during a year to use the patent without the advertisements, and you can tell just what your auxiliary house is making in clean, cold cash every year out of your paper, in addition to the net profit on the paper itself. Publish a home-print paper if you can; use plates if necessary, but, as a last resort, discard the use of a patent that contains any advertisements except those for which you get the money. Those advertisers who pay the best prices and advertise with you from year to year patronize the auxiliary-sheet houses; hence, if you use an auxiliary print you have no chance at all to secure the very business you want, unless you demand and pay for a patent without advertising.

It was desired, when this work was begun, to gather some information in regard to home as well as foreign advertising. This, however, was abandoned. It is hardly possible to find the newspapers of a half dozen towns in the State laboring under exactly the same circumstances. Each of these circumstances has more or less to do with regulating prices of home advertising. The only recommendation that we can make in this respect is that a scale of rates should be adopted by the papers of each town, and then closely adhered to. This is a matter which should be arranged as a pure business transaction, with no regard to the personal relations of those who own the papers. There is one thing, however, in regard to home advertising which has been disclosed by the replies to circulars sent out, and that is in the prices charged for notices of grant of letters of administration and of final settlements. Many papers make a difference in the prices charged for these advertisements, when there should be no difference. Administrators' notices require three insertions, and final settlements four insertions, which makes them occupy about the same space. Then there is such a diversity of price. In one place the charge is \$1 for each; a cut-throat war is raging there. Then the figures run from \$1.50 to \$2, to \$3 and \$4,

and as high as \$5 in several instances, while one paper reports its price as \$7.50. As near as we are able to figure the matter, the correct price for each of these advertisements would be \$3.

But I must hasten along to the main subject. It is a source of regret that there were not more replies to the circular sent out. Many papers in the State which could have furnished valuable data made no reply whatever. Many of these are home-print papers that carry a number of good contracts. They may be ashamed of their prices, however, and hope to get the benefit of this undertaking—if benefit there be—without the painful necessity of "giving themselves away." On June 20th 461 circulars were sent out, and 115 replies came in; in July 300 more were sent out, and about sixty-five replies were received. Of those replies only 151 were found available for the purposes of this report. We desired to secure statistics on both daily and weekly papers, but so few dailies responded, and they were so far apart in circulation, size and general surroundings that comparisons were not possible. Hence our statistics are confined to country weeklies only.

In order that our comparisons might do justice to the advertiser, if possible, as well as to the press, and also contain information that may be useful to the publisher, we have divided the papers reporting into five classes:

First—Those having 500 circulation or less.

Second—Those with circulation from 500 to 750.

Third—Those with circulation from 750 to 1,000.

Fourth—Those with circulation from 1,000 to 1,500.

Fifth—Those with circulation over 1,500.

And there are, unfortunately, few in the fourth class and very few in the fifth class. And now we are ready for the figures, and will open fire with the

BUCKLEN CONTRACTS.

Of 151 papers whose replies have been used in this report, 107 carry Bucklen contracts, which are familiar to all newspaper men. They consist of three "readers," and occupy about five and one-half inches when set in leaded brevier. The style of matter and position demanded secures for this contract the very cream of your columns, and yet it is absolutely the

cheapest line of foreign advertising carried by Missouri newspapers. The reports on this contract are as follows: In twenty-one papers of 500 circulation and under, of which one receives \$6, three at \$8, seven at \$10, nine at \$12, and one at \$15. In twenty-two papers with circulations of 500 to 750, as follows: One at \$8, one at \$9, five at \$10, eight at \$12, six at \$15, and one at \$16. In papers with circulations ranging from 750 to 1,000 there are five contracts at \$10, two at \$11, fifteen at \$12, one at \$13, three at \$14, four at \$15, two at \$16, two at \$18, and one at \$20. In papers from 1,000 to 1,500 circulation there is one contract at \$10, four at \$12, one at \$13, two at \$14, five at \$15, one at \$16.50, one at \$18, one at \$20, and one at \$24. In papers of 1,500 circulation and over there are two contracts at \$15, two at \$16, one at \$17, four at \$18, two at \$20, and one at \$25. One paper with a circulation as small as 350 copies gets \$12 for this contract, while the same contract is run by a paper of 1,296 circulation for the same \$12 rate. An accurate calculation from the data before me shows that this firm pays to papers of 500 circulation and less the sum of \$2.38 per 100 circulation; to papers of 500 to 750 circulation, \$1.90 per hundred circulation; to papers of 750 to 1,000 circulation, \$1.44½ per hundred; to those of 1,000 to 1,500 circulation, \$1.15 per hundred, while bed-rock is reached when dealing with papers of 1,500 circulation and over, to which the munificent sum of \$1 per 100 circulation is paid. Or, based on a rate per inch, this favorite house pays from \$1 to \$5 per inch for a circulation of 300 to 2,550, and gets the "best there is in the shop." The average price for the contract is less than \$2.50 an inch, and I can find twenty foreign advertising firms in the United States which will pay that much for electrotyped advertisements to take the run of your paper. Yet Bucklen gets less abuse than any house under the sun.

CHAMBERLAIN CONTRACTS.

Total contracts reported, seventy-one. Of these there are nineteen in papers of 500 circulation and under, the ruling prices being \$10 and \$12 for four locals occupying about the same space as the Bucklen advertisements; twelve contracts in papers of from 500 to 750 circulation, the lowest at \$8 and the highest at \$16, with \$12 as the ruling rate; nineteen in papers of from

750 to 1,000, the rate being from \$10 to \$20, while, again, the \$12 contract predominates; thirteen contracts with papers of 1,000 to 1,500, and once more the \$12 rate shows up in the lead, while the lowest is \$9 for twenty-four lines and \$16 for forty lines; eight contracts with papers of 1,500 and over, ranging from \$12 for two locals to \$30 for four locals. The prices paid for this advertising seem to have been based by nearly all papers upon the rate which they receive from Bucklen.

CASTORIA CONTRACTS

are next in number, and are reported by thirty-six papers. These contracts are for such a great variety of sizes and style of advertising that it has been impossible to institute a general comparison of all these contracts. A reader that occupies one and one-quarter inches of space is carried by thirteen papers, ranging in price from \$3 for a paper of less than 500 to \$8 for one of 1,000 circulation. For their display advertisement this firm pays about \$2.50 an inch as the average and \$3.33 as the maximum to papers of not over 1,000 circulation; from \$2.50 to \$3.50 an inch to papers of 1,000 to 1,500 and \$2.50 to \$4.25 an inch to papers of 1,500 circulation and over. This estimate, however, does not allow anything for their one and one-quarter inch electrotyped reader, which is carried as a sort of gratuity.

ROYAL BAKING POWDER.

Number of contracts, thirty-five. Prices paid, \$2 an inch to a paper of 384 circulation, the only contract with papers under 500 circulation; from \$2 to \$3 an inch to papers of from 500 to 750 circulation; \$1.75 to \$4 an inch to papers of from 750 to 1,000 circulation; \$2 to \$5 an inch for papers of from 1,000 to 1,500 circulation, and from \$2.50 to \$7.50 an inch to papers of 1,500 circulation and over, the maximum of \$7.50 an inch being paid to a paper with a circulation of 1,760. These prices are for display advertisements only, and the position marked "special" in all cases.

F. J. CHENEY & CO.

This contract for Hall's Catarrh Cure is one reader, for which special position is required, and it occupies about three inches when set in brevier type. Thirty-four papers report this contract at from \$6 to \$10 for papers of 500 circulation and under; \$6 to \$15 for papers of from 500 to 750 circulation; \$10 to \$15

for papers of from 750 to 1,000; \$10 to \$18 for papers of from 1,000 to 1,500; \$15 to \$18 for papers of from 1,500 to 2,000 circulation.

SWIFT'S SPECIFIC COMPANY.

This firm runs readers principally. Of thirty-three contracts reported, there are seven at 8 cents an inch, one at 8½ cents, thirteen at 10 cents, four at 12 cents, five at 12½ cents, one at 13 cents, and two at 15 cents an inch each insertion. The prices paid are in proportion to circulation in most cases, yet there are a few exceptions where this firm, as all others, get very low figures. For instance, one paper, with a circulation of 1,416, runs their readers at 8 cents, or about one-third less than other papers of equal circulation. Compared with the Bucklen contracts, however, these prices are princely. The Swift's Specific advertising is paying from \$22.88 to \$42.90 for the same amount of space occupied by the Bucklen advertisements, which pay only from \$10 to \$25.

HOOD'S SARSAPARILLA.

The customary advertisements for this house are rather difficult to carry out, and are sources of much annoyance to the careless publisher. We all know the style of these advertisements—an electro of from three to six inches, a three-line and a ten-line weekly reader alternating, and a ten-line monthly reader. Altogether the space amounts to a ten-line reader each week, in addition to the electro. For convenience in making the calculation we consider the reader as a gratuity and give the figures on the electro alone. There are twenty-nine contracts reported, of which only one is in a paper of 500 circulation and under, which gets \$3.50 an inch for this advertisement; in papers of from 500 to 750 circulation it pays from \$2.25 to \$4 an inch; in papers of from 750 to 1,000, \$3 an inch; papers of 1,000 to 1,500, from \$2.50 to \$5.75 an inch; papers of 1,500 circulation and over, from \$3.30 to \$6 an inch.

WORLD'S DISPENSARY MEDICAL ASSOCIATION.

Contracts were reported by twenty-nine papers, of which twelve are for their three readers each week; eleven are for six inches of display and three readers, and six for display advertisements of different sizes. For the three readers alone one paper of less than 750 circulation gets \$14; circulations from 750 to 1,000 are paid \$15, \$17, and \$25; circulations of 1,000 to 1,500

are paid \$20, \$22 and \$25; to those of 1,500 and over, \$20, \$22, \$25 and \$30 are paid. For the six-inch display in connection with the three readers, \$25 are paid to one paper of less than 750 circulation, while six papers of circulations from 750 to 1,000 get only \$18, \$20 and \$22. Others, with circulations from 1,000 to 1,500, get \$20, \$21, \$24 and \$25. Their display advertisements alone pay from \$2.15 an inch for circulation not over 750 to \$14 an inch for circulations from 1,000 to 1,800, and as much for the one as the other.

J. C. AVER & CO.

Twenty eight contracts with this firm are reported. One of these is for eight inches of display and two inches of reading notices, which constitute the cheapest contract reported, being only \$4 for one year's insertion of this amount of space. This is in a paper of less than 400 circulation, but is much too low for any paper. Another liberal man, having a paper with 720 circulation, gives this firm six inches of display and a one-inch reader for \$6 a year, which is also a most ridiculous price. The prices paid for display advertising by this firm to papers of from 500 to 750 circulation range from \$2.50 to \$3.12½ an inch; for a circulation of from 750 to 1,000, \$2.50 to \$4.50 an inch, the highest being to a paper with only 900 circulation; to papers of 1,000 to 1,500 circulation, from \$2.50 to \$5 an inch, and to papers of 1,500 and over, \$2.75 to \$6.66 an inch, the maximum price being paid to a paper with 1,500 circulation.

RHEUMATIC SYRUP COMPANY.

The contracts made with this firm are for about as much or a little more space than the Bucklen advertisements, and are taken by newspapers at about as low prices.

FIG SYRUP COMPANY.

This is comparatively a new line of advertising in this State. The company patronizes auxiliary houses, and the contracts reported to me are with home-print papers. The space desired is usually six inches of electrotyped display, and one reader of six to eight lines, changeable monthly. The ruling price for this business, considering the reader a gratuity, is \$2 an inch to papers of 500 to 750 circulation; \$2 to \$4 an inch for circulation of 750 to 1,000, and the same prices for papers of 1,000 to 1,500 circulation. One paper of 1,400 circulation reports this contract at \$35, but I fear an error was made in

the figures, though I hope such a good price is really paid. Papers of 1,500 circulation and over are paid \$4 to \$5 an inch for this work.

A. C. MEYER & CO.

The advertisements of this firm are somewhat similar to those of Hood's Sarsaparilla and about as hard to run. The prices are also about like those for the Hood business, or just a shade lower.

ST. JACOB'S OIL.

This, one of the best advertisements that can be secured, is reported by only fourteen papers. It is another house that patronizes auxiliaries, and hence its contracts are not found in papers of small circulation which have sent in reports. Its prices to papers of 750 to 1,000 circulation are \$2 to \$3.50 an inch; \$2.50 to \$4 an inch for circulations of 1,000 to 1,500, and \$3.75 to \$6 an inch for circulation of 1,500 and over.

ADVERTISING AGENTS.

This part of our subject is approached with fear and trembling. They constitute a vast horde who are strictly and exclusively "on the make." The best of them offer starvation prices for every line of advertising they have to run, in the hope that it will be accepted. Their experience has taught them that it is best to offer bed-rock prices to start on, even if they have to make a slight concession in the way of an increase. They pay all the way from \$1.50 an inch to \$5 net. The lowest price reported is by a paper of 1,500 circulation, which gets \$1.50, and that, supposably, is subject to a discount of 25 per cent. The highest price paid—\$5 per inch, net—is reported by a paper of only 900 circulation. These various and varied figures are the prices made by papers to all of the advertising agents, though some of our "esteemed contemporaries" get \$4 an inch from firms which pay cash, and only \$2 an inch from a firm which will pay only in cheap material at high prices. This, however, is only one of those relics of olden times, with which we even yet meet among Missouri journalists of the old school. There is one firm, here in Missouri, which the papers of the State seem determined to make millionaires, on the ground, I suppose, that it is an infant industry of the home species. It is an exclusively "pay-in-material" firm, and does business on Pine street, in

the great city of St. Louis. It gets space in papers of 500 circulation and less at from \$1.50 to \$2.14 an inch; in papers of 500 to 750, \$1.50 to \$6 is the reported price; in those of 750 to 1,000, \$2 to \$4; from 1,000 to 1,500 circulation, \$2 to \$6, while from \$2.50 to \$4 net is the best that can be had by papers of over 1,500 circulation. Nearly all the figures quoted above are subject to the usual discount of 25 per cent.

SOME CONCLUSIONS.

How can the above facts be made useful to the members of this association? They will help you to arrive at the best obtainable prices paid for foreign advertising. Compare what you get with the best prices paid by the same houses to other papers whose circulation is not larger than your own, and when you get a new proposition, or are asked to renew a contract, demand as much as your neighbor receives. Be firm, brief and courteous in your demands, and in nine cases out of ten you will get what you ask. When you get a proposition that is too low, decline it and state your price for the work. Inclose the proposition with your letter, because if you keep it in your office instead of returning it the advertiser will conclude that you hang to it so that you can sign it and secure the work in case you cannot get the advance which you ask. Don't sign a contract with your eyes shut; read it carefully and understand it thoroughly. If it asks for space that you have previously sold, try to sell something else which will satisfy the advertiser. Do not be inconsistent in your prices. Adopt a good, stiff rate per inch, and stick to it. Don't do like one man who sent in a report—adopt a certain amount as the acme of your expectations, and then accept every advertisement which will pay that much, without regard to the space occupied. This man might be called a consistent \$6 man. His paper has a circulation of 720 copies, and he charges \$6 for everything that comes his way. Ayer & Co. pay his price for six inches of display and a ten-line reader; the Castoria Company pays his limit for six inches of display and a reader of one and one-quarter inches, and the F. J. Cheney & Co. local reader, which, he says, occupies four inches of his reading-matter space, pays him all he asks—\$6. But he is not the only one in the profession whose charges are simi-

larly inconsistent. There are many newspaper men who have their peg set at a \$12 mark—\$1 a month—and whenever a firm offers that much money they jump at the bait, even if it occupies a half column of their space. Such men remind me of that delicious bird, the bull-frog—they would bite at red flannel if a foreign advertiser were at the butt end of the pole.

H. F. CHILDERS.

VALUABLE PATENT MEDICINE STAMPS.

On June 30, 1864, Congress passed an act imposing taxes upon patent and proprietary medicines, perfumeries, cosmetics, matches, playing cards and bank checks. This was a war tax imposed by the necessity of raising money for the defense of the country during the War of the Rebellion. Other laws of similar import were passed July 13, 1866, and June 22, 1874, the latter when the Revised Statutes of the United States were enacted. These several laws were repealed by an act passed March 3, 1883. The manner of payment of this tax was by affixing to each article a revenue stamp. There were two kinds of these adhesive stamps—general and private die stamps—and both kinds were used on all the articles above enumerated.

Patent medicine men, particularly, preferred to use private die stamps, and these were often of considerable beauty of design and workmanship.

It is said that about fifteen hundred proprietary medicine manufacturers were affected by the law, and it is estimated that about one-third of the tax collected by adhesive stamps was from stamps used on proprietary goods. During the score of years in which the regulations were in force there was received a gross total of \$209,699,922.46 from adhesive stamps used upon goods coming within the regulations, showing the very respectable sum of nearly \$70,000,000 contributed by proprietary articles.

Though but a very few years since repeal of the act, it is now a matter of difficulty to find some of the stamps used on patent medicines. There are a few enthusiastic collectors of these stamps, some of which have become so rare as to be quite valuable. The *Pharmaceutical Era* quotes the following prices which col-

lectors will give for many of these stamps:

4c. J. C. Ayer & Co., vermilion, die cut.	\$8 00
4c. D. S. Barnes, vermilion.....	2 50
2c. X. Bazin, blue.....	1 00
6c. Bennett, Peters & Co., black, on silk paper.....	1 50
1c. B. Brandreth (Pills), black, on silk paper.....	1 00
4c. J. W. Campion, uncut, pink paper.....	1 00
2c. P. H. Drake, black.....	1 00
1c. Herrick's Pills and Plasters, imperf.....	50
6c. Hostetter & Smith.....	1 00
2c. T. W. Marsden, blue.....	4 00
4c. " " black.....	50
4c. Ring's Ambrosia, uncut.....	25 to 50
4c. Lipman's Bitters.....	1 00
6c. Swaim's Panacea, orange.....	10 00
8c. " " uncut.....	75
8c. " " thin paper, cut.....	50
8c. " " thick paper.....	50
8c. Swaim, William, uncut.....	50
8c. " " cut.....	25

Another stamp very rare and valuable is the regular issue, internal revenue stamp, green, 5c. in lower left hand corner, and bearing the picture of George Washington; also the two-cent check stamp, regular issue, light pink color, with picture of George Washington is rare. The "Diamond" match stamp, with star, is likewise sought after. The three-cent label made by the Government and used on Laird's Bloom of Youth, is very rare, but no value can be stated.

ADVERTISING FOR CAN- VASSERS.

A client who depends largely upon canvassers to sell his specialties makes the inquiry: "Do you think it would pay to mail circulars to the lists of names to be found in the 'agents' directories' published in a good many papers?"

My opinion was thus expressed: "If you take into consideration the cost of the circulars, envelopes, addressing and postage, it will not fall short of \$15 per thousand. If the names could be relied upon as legitimate agents, no better mode could be adopted, but to my mind it is extremely problematical if one-twentieth part of such names published emanate from persons who have ever solicited, canvassed for, or sold a single article in the way you would require them to do. The publishers have undoubtedly received their fees for the publication of the names, but there is no question in my mind that a large proportion are from a class of people who are induced to have their names inserted with the expectation of receiving bushels of litera-

ture, samples, etc., free, and not with the remotest idea of acting in the capacity of a salesman. The proper way to obtain agents is to state what you have got to sell, to advertise your want specially in publications of undoubted large circulation, bringing you into direct contact and correspondence with the intelligent class whose attention you desire to command, and it will in the long run be found the cheapest, quickest, best and most effective way of accomplishing your purpose."—*The Advertiser's Guide*.

KEEPING UP WITH COMPETITORS.

Every man or firm that has built up a large retail business has reached success through liberal investments in advertising, and according to common acceptance the newspaper press is the best medium through which to reach the public. Sharp competition in trade has, indeed, rendered advertising a necessity to, at least, retail business, great and small. Therefore, the presentation of an advertisement in the best possible shape, to be a "taking" one, to attract the eye, and at the same time give the information concerning his wares which the dealer wishes to impart to the public and bring purchasers to his store, has become a great desideratum. Men who are able to write from day to day advertisements of this kind are fewer than commonly supposed. Proprietors sometimes think they can when they can't; and some who might, if driven to it, have not the time from their other duties to give the requisite attention to it.

Writing advertisements frequently, presenting new notions each time, keeping up with bright competitors or beating them, involves a drain on resources of brain and skill, and resources, too, of a peculiar and rare kind. Hence has arisen a class of professional business writers, recognized for their talents and paid regular and handsome salaries, in a considerable number of cases, for their exclusive services.—*Cincinnati Gazette*.

ADVERTISING is a felicitous modern invention, answering to the calls of modern methods of doing business. Even blunderers have achieved vastly more through its potent agency than far-sighted calculation has succeeded in doing without it.—*T. H. Cahill*.

THE SPECIAL EDITION.

Circulation is one thing, but circulation to have intrinsic value is another.

It is high time for publishers to understand that the fact of mailing thousands of copies to names, in very many instances names of antiquity amongst them, many out of the reach of the post-office delivery on this earth, is not the kind of circulation business men calculate to pay even half a cent per line per thousand for.

True, it affords a publisher an opportunity to flourish a fac simile of the postmaster's receipt showing how many pounds of matter he paid for, and which enables you to calculate the number of copies upon which postage was paid; it is far from satisfactory evidence to a live advertiser that he is getting the value of his money.

Sample copy circulation may have a small value, but it is so infinitesimal that where a publisher adopts it for the legitimate purpose of increasing his subscription list, no extra charge should be made for space; if made, it looks as though the greater object was to gather in more shekels for advertising, and it is doubtful whether the strict interpretation of the post-office rules would not debar a publisher from the privilege of the pound rate so far as sample copies are concerned when sent out in this wholesale, indiscriminate manner.

Publishers often rely upon general advertisers not only to foot the bill for all the expenses attached to sending out sample copies, but base their expectations that advertisers will pay them an actual profit upon their solicitations of subscriptions, instead of paying their own advertising.—*The Advertiser's Guide*.

WANTS.

Advertisements under this head 25 cents a line

TRAVELING CIRCULATOR wants position. Five years' experience on *Daily and Weekly*. Salary, \$1,500 first year. Best of references. Address "CIRCULATOR," PRINTERS' INK.

SITUATION WANTED by practical book-keeper. Seven years' experience. Two years' experience writing advertisements for large manufacturing company. Salary \$1,300. Address "Q 16," PRINTERS' INK.

EVERY ISSUE OF PRINTERS' INK is religiously read by many thousand newspaper men and printers, as well as by advertisers. If you want to buy a paper or to get a situation as editor, the thing to do is to announce your desire in a want advertisement. Any story that can be told in twenty-three words can be inserted for one dollar. As a rule, one insertion can be relied upon to do the business.

A CATCH-PHRASE THAT HAS CAUGHT ON.

From an Unidentified Exchange.

First Tramp—So you want me to go and ring the door bell while you sit here and rest?
Second Tramp—Yes, Clarence; "you press the button and I do the rest."

"DO YOU WEAR PANTS?"

From a Philadelphia Exchange.

"Is the doctor in?" asked a tramp at the door of an Arch street physician yesterday. A few minutes later an oldish female came to the door. "I just wanted to see if the doctor wouldn't give me a pair of his old pants," said the tramp. "I'm the doctor," replied the lady. The tramp had several attacks of vertigo as he dropped down the steps.

HOW IT IS DONE IN SOME OFFICES

From the Boston Traveller.

"No," said the editor, looking over an exchange, "we don't do any stealing in this office! You see," he explained, running his well-trained shears through a half-column article in his contemporary, "it wouldn't do, for if people once detected you they wouldn't buy your paper again. Years ago," he continued, as he proceeded to localize the names of streets in the article, "it was done to some extent, but now the time has come," and he pasted the article upon a sheet of paper and headed it "editorial," "when an editor can't afford to—I've neglected to credit that article, have I? Why, so I have! But never mind—the comp. will attend to it."

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 25c. a line.

FIGARO.

20TH CENTURY.

N. Y. Argosy, 114,000 w.

ALLEN'S LISTS ARE strong.

FARMERS' CALL, Quincy, Ill.

LOTHROP MAGAZINES.—More below.

CHRISTMAS "JUDGE," only one such.

BELFORD'S MAGAZINE—For the South.

NEW HAVEN NEWS.—Best advertising medium.

SAN FRANCISCO BULLETIN is read by the purchasing class.

YOUTH'S LEADER, New Haven, Ct. 25,000 m. 15 cents per line.

WEATHERFORD (Texas) CONSTITUTION, 110,000, 1 yr., \$22.50 net.

SAN FRANCISCO CALL has the most "Want" advertisements.

THE NEWS—Largest circulation in Kingston, Ont. Over 2,000 daily.

SAN FRANCISCO CALL is the best morning newspaper in California.

SAN FRANCISCO CALL is the people's medium and a family paper.

THE CURIO, Benson, Minn. 35c. per inch. Reaches where others do not.

SAN FRANCISCO BULLETIN, the leading Evening Paper of California.

SAN FRANCISCO BULLETIN has the largest bona fide circulation.

HOME SEEKER.—Monthly, 1,500,000 members. 15c. per line. New York.

SAN FRANCISCO CALL is unequalled in circulation, character and influence.

NEW HAVEN NEWS.—Guaranteed largest morning circulation in Connecticut.

CIRCULARS distributed carefully. 50c. per 1,000. N. BEST, New Cumberland, Pa.

THE Chicago Tribune says: "THE SEATTLE PRESS is a journalistic 'Pathfinder.'"

HOME SEEKER, N. Y.—Building Associations. How organized and developed.

THE HOUSEHOLD PILOT, New Haven. Monthly circulation over 200,000 copies.

TRIAL ADS, one cent per line, of seven words. THE TIMES, Rushsylvania, O.

THE MODERN QUEEN, New Haven. 16 pages. Monthly circulation over 50,000.

FIGARO—CHICAGO—Goes weekly to the best and wealthiest people of the city.

WESTERN PLOWMAN, 10,000 Dealers, 15,000 Farmers, every month. Moline, Ill.

SAN FRANCISCO CALL, estab. 1853; actual circulation: D. 49,200; S. 31,210; W. 22,846.

OWN A NEWSPAPER.—No type necessary. N. Y. NEWS PAPER UNION, N. Y.

SEATTLE PRESS's circulation increased 600 per cent. from Aug., 1898, to Aug., 1899.

WOMEN, WOMEN, WOMEN, LADIES' HOME MAGAZINE, Phila., Pa. 15c. a line.

CHRISTMAS "JUDGE," Advertising pages in colors. To press Nov. 18. Get on board quickly.

ART IN ADVERTISING.—3 months for 25c. \$1.00 per year. 35 and 37 Frankfort St., New York.

THE Washington Democrat says the SEATTLE PRESS is the best evening paper on the Pacific coast.

LOTHROP MAGAZINES (THE), Boston.—FIVE of them. Every one good—some unsurpassed. Titles below.

DOCTORS read THE THERAPEUTIC ANALYST. Contains the best medical literature. Guaranteed issue over 5,000 m.

HOME SEEKER.—\$1.00 a year. Sample free. Land, building, furnishing and co-operation. 238 Broadway, New York.

THE December "Golden Edition" of THE MONTHLY GUEST, Cooperstown, N. Y., will reach over 100,000 well-to-do families.

IF I had but \$1,000.00 to expend in advertising, I would expend it all in Allen's Lists.—Frank Finch, Seedsman, Clyde, New York.

WHAT the Boston Transcript, New York Post, and Philadelphia Telegraph are to the East the SEATTLE PRESS is to the Pacific coast.

THE attention of high class advertisers is invited to THE ST. AUGUSTINE NEWS.

F. G. BARRY, Publisher. General Office, Utica, N. Y.

PAPER DEALERS.—M. Plummer & Co., of 161 William St., New York, will fill any order for paper—from half a quire to thousand-ton lots.

CHRISTMAS "JUDGE." A dream of beauty in blue and gold. Get copy in before Nov. 18th. Write WILLET F. COOK, Advertising Manager, for rates, etc.

YOU can run a local illustrated paper at a profit. We will tell you how. **ATLANTIC PUBLISHING COMPANY**, 35 Warren St., New York City.

SCIENCE, published at New York, N. Y., is one of a select list of journals recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium.

ADVERTISEMENTS received for leading American newspapers. Files kept three months for examination by advertisers. Address **GEO. P. ROWELL & CO.**, New York.

THE LORD & THOMAS Religious Newspaper Combination is the medium for advertisers to reach the best buyers of the West. Lowest rate by all advertising agencies.

A GOLD MINE FOR ADVERTISERS.—The Christmas number of **THE MONTHLY GUEST**, Cooperstown, N. Y. Circulation over 100,000. Rates, 50c. per agate line. Forms close Nov. 30th.

NATIONAL TRIBUNE is the only paper published at Washington, D. C., to which the American Newspaper Directory for 1890 accords a regular circulation exceeding 100,000 copies each issue.

THE LEDGER, of Chicago Ill., is one of the 100 publications in America that, according to a list published by Geo. P. Rowell & Co., circulate between 25,000 and 37,500 copies each issue.

ALBANY MORNING EXPRESS, Albany, N. Y.—Everybody in vicinity of Albany reads it. Favorite with advertisers. Largest circulation of any morning paper at the Capital. Rates reasonable.

THE VOICE, published in New York City, is one of the 25 publications in the United States that, according to a list published by Geo. P. Rowell & Co., circulate between 100,000 and 150,000 copies each issue.

THE GUARDIAN ANGEL, published in Philadelphia, is one of the 100 publications in America that, according to a list published by Geo. P. Rowell & Co., circulate between 25,000 and 37,500 copies each issue.

FARM AND HOME, published at Springfield, Mass., is one of the 27 publications in the United States that, according to a list published by Geo. P. Rowell & Co., have a regular average issue of more than 150,000 copies.

20TH CENTURY (N. Y. City). The weekly Radical Magazine. The Medium of the Radicals and Progressive of the U. S. and Canada, in religious and social reform. Their home journal. Why not appeal to these classes direct?

THE PRICE of the American Newspaper Directory is Five Dollars, and the purchase of the book carries with it a paid subscription to **PRINTERS' INK** for one year. Address: **GEO. P. ROWELL & CO.**, Publishers, No. 10 Spruce St., New York.

THE sworn circulation of **THE ARKANSAS METHODIST**, published at Little Rock, is fifty per cent. larger than that of any other paper, religious or political, in the State. It is the Official Organ of all the Conferences in the State. **BENNETT & THORNBURGH**, Publishers.

WHENEVER an advertiser does business with our Advertising Agency to the amount of \$10, he will be allowed a discount sufficient to pay for a year's subscription to **PRINTERS' INK**. Address: **GEO. P. ROWELL & CO.**, Newspaper Advertising Agents, No. 10 Spruce St., New York.

WHENEVER an advertiser does business with our Advertising Agency to the amount of \$50, he will be presented with a complimentary copy of the American Newspaper Directory: a book of 1,450 pages, price \$5. **G. P. ROWELL & CO.**, Newspaper Advertising Agents, 10 Spruce St., New York.

FARM-POULTRY, Boston, Mass.—Able edited to instruct the artisans, mechanics and families in the suburbs of towns who, as well as farmers, keep a Few Hens, how to keep Poultry for Profit; therefore, an excellent general advertisers' medium.

TEXAS FARM AND RANCH, a semi-monthly published at Dallas, has, according to the American Newspaper Directory for 1890, by far the largest circulation of any agricultural periodical printed in the State of Texas. Eastern Office—22 Times Building, New York. **J. C. BUSH**, Manager.

THE ARGOSY, New York, a high grade, illustrated family weekly (32 pages), is one of 36 publications that, according to a list published by Geo. P. Rowell & Co., circulate between 75,000 and 100,000 copies each issue. The average is 114,000. Advertising, 60 cents per line, with discounts for amounts.

LOTHROP MAGAZINES (THE), Boston.—**WIDE AWAKE**, \$2.40 a year; **BABYLAND**, 50c. a year; **THE PANSY**, \$1 a year; **OUR LITTLE MEN AND WOMEN**, \$1 a year; **C. Y. F. JOURNAL**, \$1 a year. Send for samples and combination rates to D. LORIMER CO., Boston. Always include them when getting estimates.

THE MEDICAL WORLD (Philadelphia) has a circulation larger than that of any other medical journal in the world. Its books, press rooms and binding rooms are open to inspection at any and all times. Shows all kinds of proof of circulation and invites comparison with any other medical journal.

SPRINGFIELD, MISSOURI.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country:—the newspaper in each place that gives the advertiser the most for his money. On this list **THE LEADER**, Daily and Weekly, is named for Springfield.

NORWICH, CONNECTICUT.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country:—the newspaper in each place that gives the advertiser the most for his money. On this list **THE BULLETIN**, Daily and Weekly, is named for Norwich.

ADVERTISING IN GERMAN NEWSPAPERS throughout the United States and Canada carefully executed, at favorable prices, and with every advantage as to position, display, changes, etc., by **GEO. P. ROWELL & CO.**, 10 Spruce St., New York City. A complete List of all German Newspapers, with circulation of each, in pamphlet form, sent on receipt of 10 cents.

ONE of the most successful advertisers we ever had always ordered his advertisements in this way: "Get the best service you can for me for \$5.00." He left very little detail to us. There is no more expensive luxury for an advertiser to indulge in than to tie his agent's hands by getting him to tell in advance exactly what he will do. **GEO. P. ROWELL & CO.**, 10 Spruce St., New York.

OHIO STATE JOURNAL.—The American Newspaper Directory and all other authorities on newspapers say that **THE OHIO STATE JOURNAL** is the leading newspaper in Columbus, Ohio, a growing and important city of ninety thousand. The circulation of the Daily averaged 12,500 for the past three months. The Sunday edition averaged 15,000 for the same period. Be sure to include it with your list.

PUBLISHERS AND PRINTERS: We have a perfect device to cut stereotype newspaper plates, bases, leads, furniture, brass, etc., quicker and better than miter box and saw or any other method; it cuts with absolute accuracy and is useful in every newspaper and job office. Indorsed by American Press Association and A. N. Kellogg Co. Send one-cent stamp for circular. **HOPKINS PLATE CUTTER CO.**, Williamsport, Pa.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.

Office: No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: Two Dollars a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, agate measure, 25 cents a line; \$30 a page; one-half page, \$25; one-fourth page, \$12.50. First or Last Page, \$100. Second Page, next to the Last Page, or Page first following reading matter, \$75. Double-column advertisements, occupying less than half a page, charged double price. Special Notices, two lines or more, charged at 25 cents a line. Advertisements must be handed in one week before the day of publication.

NEW YORK, OCTOBER 20, 1890.

In inaugurating its prize contest this week, PRINTERS' INK does not follow the custom among most newspapers of requiring that competitors shall be regular subscribers. The offer is made general for the reason that we wish to secure the *best* advertisement and bring to the front the greatest number of new ideas. The privilege is reserved, however, to publish, with their authors' names, a few of the advertisements which are considered meritorious but which do not win either of the prizes. Here is an opportunity for the man of unrecognized genius as well as the individual who labors under the delusion that "writing an ad."—a good one—is a very easy matter.

No advertiser who has had much to do with newspapers fails to recognize the important distinction between the expressions so many "readers" and so much "circulation." According to a theory which seems to have the general indorsement of newspapers, each copy of a paper has about five readers. This distinction has lately been brought forcibly to notice in PRINTERS' INK's own office. The advertisement of the Cincinnati *Post* and St. Louis *Chronicle* published on page 396 of the current volume bore the head-line "500,000 daily readers," but through an error of the printer it appeared as "500,000 daily circulation." It is needless to say that the publisher of these papers does not claim to print so large an edition as this, the combined daily circulation according to his own statement being 90,000.

A BROOKLYN clothing store has a unique method of marking the prices on clothes displayed in its show-windows. Instead of an ordinary tag, the exact amount in United States currency is pinned to the suit. There is no special merit in the idea except that the appearance of the window decorated with one, five and ten dollar bills is decidedly attractive to the average man, and most people stop to give the novel display a second glance.

RESIDENTS of Missouri looking for bargains in coffins will find the following reading notice from the Dexter (Mo.) *Enterprise-Messenger* of interest:

If you are so unfortunate as to need a coffin, remember that from this date B. A. Carrico will sell his entire stock of coffins and caskets at cost for cash. If you should need anything in that line call and see his stock before buying. His stock includes every kind of coffin, from a plain cheap one up to a \$60 casket. As he has over thirty years' experience in making and trimming coffins he guarantees as good work, and put up in as good style, as you can get any place, and for much less money, as every one knows there is usually a large profit made on coffins.

THE large amount of space devoted in this issue of PRINTERS' INK to a Missouri report on advertising contracts is fully justified by the character of the matter. It is doubtful if the publishers who contributed these statistics did so with the idea of having them brought to the notice of advertisers; but, as the figures stand, they are of much practical interest not only to the firms named in the report but to all advertisers accustomed to deal with newspapers of this grade. The article gives an inside view of a country newspaper, some curious features in its business management being brought to the surface. For example, it will be noted that the Bucklen advertising, although done cheaper than any other, is less scolded about than most foreign advertising. Another interesting phase of business management in Missouri is that advertising agents who pay in trade get as low rates in this State as those who pay cash. According to Mr. Childers, reading notices in connection with display advertisements are considered as "gratuities" sometimes. He also mentions one Southern advertiser who pays a "princely" price for advertising, a statement which will no doubt be received with a large measure of satisfaction by the firm in question. There are few things an advertiser takes so

lively an interest in as the prices paid for advertising space by his competitors, and the figures Mr. Childers has taken the trouble to gather afford an opportunity for mutual comparisons.

"HEARING THE OTHER SIDE."

TWENTIETH CENTURY PUBLISHING CO.,
HUGH O. PENTECOST, Editor.
NEW YORK, Oct. 28, 1890.

Editor of PRINTERS' INK:

In the more than peculiar advertisement of Rev. James B. Converse in the *Twentieth Century*, which you reprinted in your issue of October 15, reference was made to our magazine as an "infidel" publication. We beg to state that we published Rev. Mr. Converse's misleading and somewhat ill-natured advertisement in order to show that we adhered on all occasions to our now famous motto: "Hear the Other Side."

When Rev. Mr. Converse calls ours an *infidel* publication he excites prejudice and bigotry; and the republication of his extraordinary advertisement by such a reliable journal as *PRINTERS' INK* will, we fear, mislead advertisers. It is no more "infidel" than it is "orthodox." It is, on the contrary, one of the most unique journals of modern times, because of the fact that it is a *free platform for progressive thought*, radical or moderate—in religion, economics, politics, social reform and ethics. No other so-called radical journal has such a staff of leading orthodox writers—clergy and lay. That a magazine of this character is needed by the trend of the times is shown by our phenomenal success, and to call such a journal "infidel" is manifestly discourteous and unjust. It is the *home journal* of the radicals and progressives of the U. S.; and quite a number of radicals and progressives are orthodox.

TWENTIETH CENTURY PUBLISHING CO.
FRED. C. LEUBUSCHER, Sec'y.

This communication brings up the question of whether it pays to "hear the other side" in one's own advertising columns; or, in other words, whether it is a wise course for a publisher to allow his competitors to use his advertising space. There are many papers which will not print the announcements of a rival, and particularly when such bitter enemies as the New York *Sun* and *World* are found advertising in each other's columns it may be regarded as the exception rather than the rule. In general it is safe for a publisher to print his competitor's announcements only when he has complete confidence in himself. If he believes the article advertised to be superior to his own, he may well hesitate before he gives it the benefit of his circulation. But if he honestly believes his own goods possess the greater merit, he is not unjustified in challenging the comparisons which will result from the publication of a competitor's announcement.—[Ed. PRINTERS' INK.]

A DISPUTED CONTRACT.

OFFICE YPSILANTI COMMERCIAL,
YPSILANTI, Mich., Oct. 20, 1890.

Editor of PRINTERS' INK:

The advertising contract we have with a prominent firm calls for the insertion of their two-inch double-column cut, one year, in position, "following and alongside reading on fifth or eighth page." We have run the ad. at the top of two columns of advertising on fifth page, preceded by four full columns of pure reading. The advertisers complain that it is not in contract position. Is it, or is it not?

HENRY T. COE.

Provided that the preceding column contained nothing but "pure reading matter" there can be no question but that the publisher carried out the terms of the contract, and is entitled to payment in full. If, however, he inserted a few reading notices or paid-for advertising matter at the bottom of the preceding column, he would not have carried out the contract strictly, and would not be legally entitled to payment therefor.—[Ed. PRINTERS' INK.]

FOR SALE.

Advertisements under this head 25 cents a line

5-HORSE power Charter Gasoline Engine. Good as new. PLOWMAN, Moline, Ill.

4-HORSE power Baxter Electric Motor, for arc-circuit. PLOWMAN, Moline, Ill.

DEMOCRATIC PAPER. N. Y. State. \$6.00 yearly business. Easy terms. '90, care PRINTERS' INK.

A BARGAIN.—A first-class practical printer, with \$2,000 capital, can buy an interest in model country newspaper in thriving town. "HERALD," Tecumseh, Mich.

B BARGAIN.—A money-making Eastern Pennsylvania Daily and Weekly can be bought right. Thoroughly equipped. 14,000 population. Three railroads. Investigate. "BUSINESS," care PRINTERS' INK.

IF YOU want to sell your Newspaper or Job Office, a Press or a Font of Type, tell the story in twenty-three words and send it with a dollar bill, to the office of PRINTERS' INK. If you will sell cheap enough, a single insertion of the announcement will generally secure a customer.

1,200 NAMES of all the Secretaries of the Sub Alliances in Texas for sale. The State Secretary of the Alliance has just furnished me with the above list of names which is correct up to this date. Price, \$10.00. Send cash with order. WM. F. BECK, Prop., Constitution, Weatherford, Texas.

AN old-established and successful Book and Job Printing Business. City of over 200,000. Plant about \$14,000. Half cash, balance on time; or would take a partner with some capital, if capable of taking the management. A rare chance. Address, for further particulars, "PRINTER," care PRINTERS' INK.

PENMANSHIP PUBLICATION.—The most practical, best advertised and most widely known, self and class instructor in the world. Positive proof of these statements furnished. Its authors are penmen, teachers and business men of national reputation. Good reasons for selling. "PENMANSHIP," care PRINTERS' INK, New York City.

Miscellanies.



UTILIZATION.

Foreman of Daily Paper—This cut of "Before using Huggin's salve" is flattened out so it won't print.

Editor—Run it in on the first page and mark it "Mrs. Langtry in the dark"; we've got to fill space to-day, anyhow.—*Judge*.

Never Knew What Struck Him.—The humorist who could not remember yesterday's idea.—*Puck*.

"Five dollars first insertion, with head on," huskily whispered the editor, as he paid his fine next morning for a plain drunk, and hurried out of the jail.—*Light*.

A Slight Typographical Error.—As It Was Written: The Misses Soanso have very engaging mammae.—*Town Topics*.

As It Was Printed: The Misses Soanso have very engaging mammas.—*Town Topics*.

"What," inquired the telegraph editor of the sporting editor, "is the most troublesome poker query you ever had to answer?"

"What have you got?" I think is a question that has bothered me as much as anything else.—*Washington Post*.

Increased the Edition.—Irate Visitor: See here, I sent for a copy of your last week's issue, and you sent me a photograph of a baby.

Editor—Well, that's it; he was born last week.—*Ex*.

"Do you need an affidavit editor?" asked a caller in our sky parlor the other day.

"No, sir," we replied; "we have no occasion to swear to the circulation of our magazine. Our competitors swear at it enough."—*Smith, Gray & Co's Monthly*.

Score One for Dana.—Mabel: The *Sunday World* is a bustling newspaper, isn't it?

Clara.—Do you know, I think the *Sun* makes a better bustle; it isn't so large.—*Munsey's Weekly*.

A Good Business Head.—Farmer's Wife: Couldn't you sell the potatoes, Hiram?

Farmer—Nay; the grocers said they want good fer nothin'.

Farmer's Wife—Well, I wouldn't ha' brought 'em home when you owe the editor \$7 for his paper.—*Judge*.

He Should Be Promoted.—Editor: Is that new reporter any good?

Assistant Editor—Yes. He is a very original fellow.

Editor—Is that so?

Assistant Editor—Yes. He wrote up an obituary yesterday without saying that the deceased had performed many acts of unostentatious charity.—*Grip*.

There is nothing like advertising. Very few persons are unfamiliar with Longfellow now.—*Judge*.

A newspaper asks—"What shall we do with our young men?" We would suggest that the editor send them out to gather the news.—*Puck*.

Somebody has written that "It is the easiest thing in the world to be mistaken." We don't think 'twas a newspaper man that wrote it, however.—*Clinton (Ia.) Bugle*.

Visitor (in a Kansas newspaper office)—That's a queer name for a newspaper—the *Canon*. Why did you call it that?

Editor—Because I wanted it to boom; don't you see?—*Light*.

Considering the number of papers that camp on top of the "Greatest Circulation in the United States," the summit of American journalism must be a plateau with "plenty of room at the top."—*Puck*.

The Only Right Way.—Merchant (to editor of *Grasstown Bugle*): Good morning, Col. Sheers; and how do you find things?

Editor—Well, sir, whenever I want to find anything, I advertise in the *Bugle*.—*Light*.

Managing Editor—William, go into the next room and see who is swearing. Such language cannot be used in this office.

William—Please, sir, it's Mr. Jones. He filled his fountain pen with mullage by mistake, sir.—*Ex*.

Just Like Newspaper Work.—Farmer: You went over this ground last week with the plow, didn't you?

Hired man—Vep.

Farmer—Well, to-day you can look after the harrowing details.—*Smith, Gray & Co's Monthly*.

City Editor—Here's a story just come in about a tramp who was run over by one of those heavily tired ice wagons and fatally injured. Give me a good head-line for it.

Joke Editor—How would "Too Tired to Live" do?—*Munsey's Weekly*.

A Cheap Trip.—"I haven't had an outing for two years," complained Mrs. Jay-smith.

"That's too bad!" replied her husband, sympathetically. "I'll look at the advertisements and see if there isn't a free excursion to a sale of lots you can go to to-day."—*Harper's Bazar*.

A Long-Felt Want.—Able Editor: Want a position, eh? Do you understand the tariff question?

Applicant—Um—to tell the truth, I don't know anything about the tariff.

"Are you familiar with international law?"

"No, can't say that I am."

"Have you followed up the various African and Polar explorations, and have you all the localities at your finger-ends, so that you could write column after column on the subject without exhausting yourself?"

"I—I never took any interest in such things."

"Are you thoroughly familiar with English, French, German and Russian politics?"

"Don't know anything about European squabbles, and don't want to."

"Young man, take that desk there. I shouldn't wonder if you could make a paper that sensible people would like to read."—*Ex*.

DOES IT NOT SEEM IMPROBABLE?



THE FOLLOWING ADVERTISEMENT is being extensively run throughout the U. S. The unusual part is that the publishers of THE GREAT DIVIDE offer \$12.25 value in Gemstones to each new subscriber. They claim this method, although a very expensive one, is satisfactory to them; as through it they are getting a great circulation quickly.



We have one of the Premium Gemstone Cabinets, and it is just as represented.

—Ed. Printers' Ink.

SOMETHING FOR NOTHING!

The GREAT DIVIDE Gemstone Cabinet. GIVEN AWAY FREE!

Does it not seem strange when, in these progressive days, more is offered for a dollar than it seems possible to give? yet it seems stranger when all that is promised is given. Our offer is made to interest you in THE GREAT DIVIDE, Stanley Wood, editor, an illustrated monthly of Short Stories, Startling Adventure, Popular Science, and the Resources of the Rocky Mountains and the Great West, and to obtain many new subscribers quickly. Our guarantee is, money will be refunded if you are not perfectly satisfied. In case you may doubt our responsibility, write to the editor of "Harper's Weekly," who has seen The Great Divide and Gemstone Cabinet and can vouch for the same.

List of Gemstones and their Value.

Cameo, finely cut, can be used for ring, scarfpin or brooch set.....	\$1.75
Goldstone, can be used for ring or scarfpin.....	.75
Tiger Eye, can be used for ring, scarfpin or brooch.....	.50
Tiger Eye, can be used for pin or scarfpin.....	.50
Pink Crocidolite, can be used for ring or scarfpin.....	.65
Green Crocidolite, can be used for ring or scarfpin.....	.75
Carneelian, can be used for ring or scarfpin.....	.50
Tree Agate, can be used for ring or scarfpin.....	.50
Petrified Wood, can be used for ring or scarfpin.....	.50
Jasper, can be used for ring or scarfpin.....	.50
Hoodstone, can be used for ring or scarfpin.....	.75
Mosaic, inlaid with Agate and Jasper, a watch-chain complete, to be mounted with compass.....	1.00
Agate, two cut stones complete, for gents' sleeve buttons.....	.75
Agate, two cut stones complete, for ladies' sleeve buttons.....	1.00
Mosaic, square pattern sleeve button set.....	1.25
Moss Agate, setting for ring or scarfpin.....	.50
Total value.....	\$12.25

This whole lot of Gemstones, express paid, sent with each subscription.

All of the above are finely finished cut gemstones, all polished ready for any jeweler to mount as you may desire. They are all guaranteed to be of value stated, and it is given to increase our subscription list quickly. We recognise its truthfulness, but nowadays it requires an unusual offer to establish a journal with a large circulation in a short space of time.

REMEMBER we make you a present of all the above listed Gemstones if you send us \$1 this month for a year's subscription to THE GREAT DIVIDE and promise to show the paper to your friends and neighbors, and ask them to subscribe. If you want to see the Paper first, send for free sample copy.

THE GREAT DIVIDE,

1631 Larimer Street, DENVER, COLO.

BEATTY'S ORGANS \$35. Piano \$130
For catalogue,
address Hon. D. F. BEATTY, Washington, N. J.

\$1.00 Portraits—Made to order from
Photos. Cheapest newspaper cuts
made. Send for proofs. CENTRAL
PRESS ASSOCIATION, Columbus, O.

Advertising Send for Catalogue
—*—
Sketches H. C. BROWN,
35 & 37 Frankfort St.,
NEW YORK

We would like to Talk Paint with You.

O. J. CUDE & CO.,
ADVERTISING PAINTERS,
113 6th Ave., N. Y. City.

Painted "Pearline" for the past six years.

Dodd's Advertising Agency, Boston.
265 Washington Street.

Send for Estimate.

RELIABLE DEALING. CAREFUL SERVICE.
LOW ESTIMATES.

AUSTRALIAN. Before fixing up your
advertising, we should like you to write to us for
an estimate. We guarantee to save you money,
for, being on the spot, we can do advertising
cheaper than any other firm at a distance. All
papers are filed at our bureau, and every appear-
ance is checked by a system unparalleled for ac-
curacy. On application we will prepare any
scheme of advertising desired, and by return
mail will send our estimate. We desire it to be
understood that we are the Leading Advertising
Firm in the Southern Hemisphere. Established
over a quarter of a century. F. T. WIMBLE &
CO., 369 to 373 George St., Sydney, Australia.

ADVERTISERS!
FOR UNIQUE DISPLAY,
EXPERT-ADVICE,
LOW RATES AND
SATISFACTORY SERVICE
ON ANY Line of Advertising, address:
A. L. POPE Advertising Agent,
ST. LOUIS, MO.
REFERENCE:
AMERICAN EXCHANGE BANK.

TO NEWSPAPERS.

Why do some newspapers present such
a better appearance than others—sharper,
clearer, better printed, well defined and easy
to read?

Because they use the best
STEREOTYPE METAL.

We are all attracted by a clean cut, busi-
ness-like appearance in newspapers as in
individuals. Will it not pay you to use

Blatchford's Stereotype Metal?

MANUFACTURED BY

E. W. BLATCHFORD & CO.,
CHICAGO.

**We Try to Conduct the Business of Our
Newspaper Advertising Bureau**

In such a manner that every publisher shall be
glad to receive our orders for advertising, at
the lowest price which he is willing to accept
from any one; and at the same time be willing
to allow our patrons every concession which
can under any circumstances be permitted in
the matter of choice position or editorial
mention.

GEO. P. ROWELL & CO.,
10 Spruce St., N. Y.

EVERY ISSUE OF PRINTERS' INK

Contains matter that is
Valuable for Future Reference.

By using the new
HANDY BINDER,

Each and every issue for an entire year
may be preserved in a compact
and convenient form.

The numbers can be easily inserted or
removed.

The Binder opens flat, like a book, and
when file is completed there is no need of
rebinding.

Made in cloth-covered boards, with title
stamped in gilt. Sent, post paid, on receipt
of 60 cts. Address the publishers,

GEO. P. ROWELL & CO., 10 Spruce St., N. Y.

**SEND THE CASH
And Say What You
. Want to Accomplish.**

A small expenditure in advertising in a judi-
cious selection of newspapers is often con-
templated by persons who have not a clear idea as
to what publications should be taken or the cost;
they consequently find a difficulty in carrying
out the plan without having the cost exceed the
amount contemplated. Such persons do well
to send the copy of the advertisement and a
check for the amount of money to be used, to
Geo. P. Rowell & Co.'s Newspaper Advertis-
ing Bureau, 10 Spruce St., New York, and
leave the selection of papers and the number
of insertions in each to be determined by their
experience and judgment. In that way the
advertiser gets the best service possible for the
money he expends, and the work is promptly
done—no time being lost in correspondence.

**HAVE YOU TRIED
THE
Spencerian
Steel Pens?
IF NOT** A SAMPLE CARD
of the leading num-
bers will be sent
FREE on receipt of return postage,
3 CENTS.

THE SPENCERIAN PEN CO.,
810 Broadway, New York.

Playing on Velvet!

In order to increase our circulation, we will ship to any printer in the country **5,000** sheets of our 16 page Illustrated Paper (similar to "Life" or "Puck")—eight pages printed, at the rate of \$12 per thousand. C. O. D. Our usual price is \$15 per thousand, and, in order to take advantage of this offer, at least 5,000 sheets must be taken. This is our plan, or rather the plan we suggest to you: Get some one in several of the towns of your county or district to start a paper with 500, or 1,000, or 1,500 of our sheets. We furnish them to you at \$12 per thousand, you furnish them to your patrons at \$15 per thousand (the regular price), clearing the difference—\$15 or more—or you get your own paper for nothing.

No Advertisements on Our Side.

Write for samples and circulars. We furnish either political or non-political sheets.

ATLANTIC PUBLISHING COMPANY,
35 Warren St., N. Y. City.

There's Money In It!

A PULLER!

Various experts in advertising are discussing in **PRINTERS' INK** the great pulling power of **THE LADIES' WORLD** as compared with other prominent advertising mediums. The fact is, that its chief strength lies in its large list of paid subscriptions, which are served exclusively by mail, comprising a constituency made up of ladies of the well-to-do class, in which the hide-bound and unimpenetrable element does not enter, but which represents only progressive, up-to-the-times readers, who are open to conviction and desirous of being posted upon the advantageous offers made by reputable advertisers. Such are the qualities which secure to an advertiser, at an average rate of 9¢ cents in **THE LADIES' WORLD**, the same results that cost an average of 21¢ cents in *The Ladies' Home Journal*, 10¢ cents in *The Youth's Companion*, 11¢ cents in *The Housewife*, 14¢ cents in *The Household*, 15¢ cents in *The Housekeeper*, 16¢ cents in *The Family Story Paper*, 31¢ cents in *The Fireside Companion*, and 30¢ cents in *Popular Gardening*, the advertisement being exactly the same in each medium.



The December number of

THE LADIES' WORLD

will close on November 15th, and will have a circulation exceeding **300,000 Copies**. Rate, **\$1.75** per line net for this number. If included in a six months' order, the price will be but **90 cents** net.

Send orders in at once.

S. H. MOORE & CO., Publishers,
27 PARK PLACE, NEW YORK.

The Largest Order for Advertising IN MONTHLY PERIODICALS

Ever Given in the World by a Single
Advertiser to a Single Publisher!

ALLEN'S LISTS

receive an order for advertising amounting to
**TWENTY-ONE THOUSAND
SIX HUNDRED DOLLARS!**

No other publisher will receive this line of advertising, because, as the advertiser states: "There exist no other mediums good enough and strong enough to carry it."

Honest count wins! Results to advertisers wins! High quality of circulation wins! All-round merit wins! **ALLEN'S LISTS** have been and are paying their patrons better than any other general advertising mediums in America.

That is the reason why they are receiving the **LARGEST** patronage of any General Advertising Mediums in America.

OFFICE OF R. W. SEARS,
MINNEAPOLIS, Minn., July 29th, 1890.

E. C. ALLEN, Esq., Augusta, Maine.

Dear Sir—I have this day made a contract with Charles H. Fuller's Advertising Agency for five thousand lines in the advertising columns of Allen's Lists, to be used in twelve issues of same, commencing September, 1890.

I have, as you know, advertised to a considerable extent for years, using all the best advertising mediums. I have had phenomenal returns from Allen's Lists. According to their cost they have not only paid me better, but immensely better, than any other medium, and it is for this reason that I am now able to patronize them so extensively. This heavy amount of advertising of five thousand lines in twelve issues, will be given to no other publisher and will appear in no other medium, for the reason that my experience has demonstrated that there exist no other mediums good enough and strong enough to carry it.

Very truly yours, R. W. SEARS.

TO PUBLISHERS.

Any publisher of a Newspaper who desires to educate his patrons on the subject of advertising, with a view of causing them to become more liberal advertisers, may subscribe for a limited number of copies of **PRINTERS' INK**, to be sent to designated names, and may pay for their subscriptions by inserting an advertisement of Geo. P. Rowell & Co's Advertising Bureau, in full settlement at his schedule advertising rates, without discount or commission. Publishers wishing to avail themselves of this offer may address **PRINTERS' INK**, No. 10 Spruce St., New York, stating the number of subscriptions desired.

SPOT CASH

PAID FOR

Second-Hand Type-Writers.

On receipt of the following information, I will make cash offer: 1. Furnish sample of work, showing every character. 2. Give number of machine. 3. How long used. 4. In what business. 5. Is finish scratched or rusty? 6. Is there a cover?

Second-Hand Type-Writers,

ANY MAKE,

SOLD, RENTED, EXCHANGED.

S. F. HEATH,

303 Hennepin, Minneapolis, Minn.

This Paper

is read every week by more than **TWENTY THOUSAND** business men who are interested in advertising.

Every Publisher

of a newspaper, who wishes to attract the attention of advertisers, should advertise in

Printers' Ink.

To Print

and mail a thousand postal cards costs not less than \$12.50; a quarter page advertisement in **PRINTERS' INK** is printed more than **TWENTY THOUSAND TIMES**, and costs but \$12.50.

Every Publisher

of a newspaper, who wishes to attract the attention of advertisers, should advertise in

Printers' Ink.

Correspondence.

THE LOTTERY LAW.

DAUPHINVILLE, Me., Oct. 25, 1890.

To the Editor of *PRINTERS' INK*:

I have been noticing in our weekly paper, of late, much talk relative to lotteries, which brings vividly to my mind a short story I heard some older friends relate while seated round the broad old fire-place at home, many, many years ago. If you will excuse me, I think it worth repeating here:

A tradesman of Paris, sleeping in bed with his wife, dreamed that he heard the voice exclaiming to him: "I have now finished forty years, seven months and twenty-nine days of labor, and I am happy." The wife, sleeping by her husband's side, had the same dream, and on awakening in the morning went forth, and without mentioning the occurrence, procured a lottery ticket bearing the numbers 40-7-29. The same day the numbers came out, and the tradesman lamented his indiscretion in not taking the advice of his nocturnal visitor. His sorrow was turned into joy when he learned that his wife, profiting by her dream, had drawn the grand prize in the Royal Lottery.

Now this story, told by the elders with all seriousness, seemed wonderful to my young ideas, and was at once stamped upon my brain for all time. But, as I grew older in the battle of life, I soon learned that this was all superstition—a mere chance—and while I still remembered the story, its wonder to me grew less and less.

People nowadays are growing out of this old superstition, and the "spilling the salt" and other "old terribles" of that kind are becoming of lighter regard, and a thing of the past, so that when *The Gannett & Morse* Concern started "Comfort," down at Augusta, some two years ago, the fact of its having a circulation of "thirteen" thousand never entered the head of any one as being an ill omen. And it surely seems that the figures "thirteen" have lost their prestige as an unlucky number, for I have just been reading in *PRINTERS' INK* of October 8th that they have succeeded in building up the circulation of "Comfort" to a half million (Whew!), and are bound to make it a million inside of two years more. I think they have done well, but I will close for this time.

Very truly,

P. RICE.

The Toledo Daily Blade,

TOLEDO, OHIO,

goes regularly every day into more than

Twenty Counties

and more than

Two Hundred Towns

OF NORTHWESTERN OHIO.

The average circulation of the DAILY BLADE

Is nearly 12,000!

which is greater than the circulation of any other Ohio daily paper outside of Cleveland or Cincinnati.

CIRCULATION

OF THE

Toledo Weekly Blade

ALWAYS

ABOVE - - - 100,000 !

For advertising rates in either edition,

ADDRESS

THE BLADE, Toledo, Ohio.

AT THIS WRITING the Election Returns from the Buckeye State are not in, but
MORE THAN 20,000 FARMERS,

-AT-

MORE THAN 2,300 DIFFERENT POST OFFICES

IN OHIO ALONE, are on the

Cash-in-Advance Subscription List

OF THE

LARGEST AND CLEANEST WEEKLY

AGRICULTURAL PAPER

IN AMERICA.

Not a single "Comp," "X," "Adv.," "Sample," or other "Deadhead" in the above count. They are of little worth to the Advertiser.

\$1.50 PER YEAR IN ADVANCE
is what reaches a good class of readers.

THE NATIONAL STOCKMAN AND FARMER

goes Every Week to Actual Subscribers in Every State in the Union. Its exact cash list in all sections is open to inspection.

No Locks on our Mailing List.

AXTELL, RUSH & CO.,

PUBLISHERS,

PITTSBURGH, PA.

Poultry for Profit.

THE FARM-POULTRY

MONTHLY

A PRACTICAL FARM and SUBURBAN POULTRY RAISING GUIDE

IS NOT A SPECIAL, Fanciers' paper; but devoted entirely to the interests of those persons on farms, and in the suburbs of towns, who keep a few hens, thus reaching all classes. **For this reason** it is coming rapidly to the front as a **General Advertisers' Medium.**

For rates, etc., address

FARM-POULTRY,

22 CUSTOM HOUSE STREET, BOSTON, MASS.

"COME OFF."

Alas! poor muse, the fame you sought
By much too high a price was bought.
A suffering public asks this screed,
And now you must "come off" indeed.
To good friends all adieu, good-bye,
With thanks to "Laudes Domini."
Let this now be your last "excess"
"Booming" by rhyme Religious Press.
Find in forgetful shades the prize
Denied you here. We'll advertise
By other means. But in your lair
Remember us—we're "getting there"—
Not where you dwell; but where success
Crowns efforts for Religious Press.

An Old Friend of the Family

will introduce you into more than **260,000** well-to-do
Homes if you advertise in these papers:

Sunday School Times.

PHILADELPHIA.

Presbyterian.

Lutheran Observer.

National Baptist.

Christian Standard.

Presbyterian Journal.

Ref'd Church Messenger

Episcopal Recorder.

Christian Instructor.

Christian Statesman.

Christian Recorder.

Lutheran.

BALTIMORE.

Baltimore Baptist.

Episcopal Methodist.

Ask any good
Agency or

Write to us
for the price
for more space.



Ask any good
Agency or

Write to us
for the price
for more space.

One
Price
Advertising

Without Duplication
of Circulation

HOME **14** BEST
JOURNALS WEEKLIES

Every Week

Over 260,000 Copies

Religious Press
Association
Phila



SPRINGFIELD, Mass., and CHICAGO, Ill.

502,100 Copies

of **FARM AND HOME** were printed of the October issues.

OCTOBER 1st issue, 251,600 copies;

OCTOBER 15th issue, 250,500 copies;

TOTAL FOR BOTH ISSUES, 502,100 COPIES!

These issues were for its regular list of paid subscribers, with the exception of those used by our agents in canvassing for new subscribers, and for advertisers and exchanges.

NO SAMPLE COPY CIRCULATION.

The circulation of **FARM AND HOME** is now increasing so rapidly that our editions require at least

250,000 COPIES EACH ISSUE,

and we guarantee a CIRCULATION NOT LESS THAN THIS for the coming year.

EACH ISSUE of **FARM AND HOME** at the usual average has

OVER 1,000,000 READERS!

Those who cater to the trade of the Farmer or his Family will find it

A BIG PAYING MEDIUM.

The Constant **PATRONAGE** of the Leading and **IT DOES PAY!**
Progressive Advertisers of the country is evidence that

Advertising Rates for either Eastern or Western Edition, 80 cents per agate line each insertion; for both editions, \$1.50 per agate line each insertion. Discounts for large contracts made known on application.

For the convenience of its patrons, **FARM AND HOME** has offices at

27 Worthington Street,
SPRINGFIELD, MASS., }

AND

{ 543 Rookery Building,
CHICAGO, ILLINOIS.

Orders for subscriptions, advertisements and editorial letters can be sent to either office.

THE PHELPS PUBLISHING COMPANY,

October 20, 1890.

PUBLISHERS.

A Newspaper that is a

Good Advertising Medium

AND IS PREPARED TO PROVE IT,

Will Derive Benefit from

Telling 20,000 Advertisers

ABOUT IT.

The advertising columns of this paper afford a good medium for reaching both large and small advertisers everywhere. Twenty thousand of them read Printers' Ink closely every week. These men are constantly looking out for new and ingenious "wrinkles" in advertising. If you can get up a

25 Cents
Per Line

Novel and Attractive "Ad.,"

\$50.00
Per Page

—something a little out of the ordinary— and cause it to be inserted in these columns, you may be sure of having an appreciative audience. Then, if you have something really good to offer, you may count definitely upon good results. A trial order is solicited.

This is the season of the year when advertisers are making up their lists. If you want to get your share, now is the time to put in your bid.

Printers' Ink:
GEO. P. ROWELL & CO.,
Publishers,
10 Spruce St., N. Y.

Our Country Home, NEW YORK,

HAS A PAID-IN-ADVANCE SUBSCRIPTION LIST OF

MORE THAN 100,000.

We prove our circulation by affidavits, or by postage receipts. We will accept good business, either direct or through any responsible advertising agency, subject to proof of above circulation, or make no charge.

Our Country Home

Is published monthly, and is to-day recognized as one of the

Leading Rural Home Journals of America.

*Each Number consists of Sixteen to Twenty-four Pages,
handsomely illustrated and well printed.*

ADVERTISING RATES.

Ordinary Advertisements 60 Cents per Agate Line.

DISCOUNTS.

3 Months	5 per cent.
6 Months	10 per cent.
12 Months	15 per cent.

SEND COPY and ORDER AT ONCE FOR NEXT ISSUE.

OUR COUNTRY HOME PUBLISHING CO.,

88 Fulton St., New York.

TOPICS TALKED ABOUT.

From N. Y. Press, Oct. 16, '90.

Judge H. G. Bond, the business manager of the Tennessee Coal and Iron Company, of which ex-Senator T. C. Platt is president spends considerable time in New York and is now at the Fifth Avenue Hotel. He is a stout man of blonde complexion, with a large face, prominent nose and yellowish mustache, who smiles good naturedly as he talks through his nasal organ with a Yankee twang. Judge Bond returned last week from a two months' trip to the Pacific Coast, part of which was spent in the new State of Washington with Senator Platt. "All that her people say of Washington is true," he said to me yesterday, "and a great deal more which they do not tell for fear that people will believe they are exaggerating. Why, Washington will sell \$50,000,000 worth of products this year, and has only four hundred thousand people.

There are not four hundred thousand people anywhere else on the face of the globe that can equal that record by 50 per cent. I can remember when, on account of her silver mines, Colorado first produced \$10,000,000 in a single year. Her people and the country thought it was marvelous. But she had then nearly as great a population as Washington has now."

"The soil and earth of Washington produce or contain everything of which the human mind has any knowledge, as a commodity," said Judge Bond, as he concluded his talk. "Although I am advanced in years, I am going out there to make some investments, and I do not believe any one can go amiss. It is, above all places on this continent, the place for a young man. Why, just think of a man with a three-hundred-acre farm raising and selling in a single year stuff which brought him in \$175,000 profit. Well, I know the farm and the man, and I saw his books."

THE POST-INTELLIGENCER,

SEATTLE, WASHINGTON.

Known Circulation :

DAILY.....	10,000
SUNDAY.....	10,500
WEEKLY.....	12,000

The following letter indicates the estimation in which it is held by the largest Wholesale Drug House between St. Paul and the Pacific Coast :

SEATTLE-TACOMA-WALLA WALLA.

STEWART & HOLMES DRUG CO.,

WHOLESALE AND RETAIL

- DRUGGISTS, -

AND DEALERS IN

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H. E. HOLMES.

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SEATTLE, Wash., Aug. 2, 1890.

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NEWSPAPERS—

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It gives the Editor's name.

It gives the Publisher's name.

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CINCINNATI, OHIO.

The St. Louis Chronicle,

ST. LOUIS, MO.

DAILY AVERAGE CIRCULATION:

The Cincinnati Post,	-	-	60,000
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THE CINCINNATI POST, Cincinnati, Ohio,

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95, 97 and 99 LONGWORTH ST., CINCINNATI, O.

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C. J. BILLSON, Manager, 88 Tribune Building, N. Y.